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Substitute for form 1449/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

*(Use as many sheets as necessary)*

Sheet	1	of	3
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**Complete if Known**


Application Number	09/216,206
Filing Date	12-18-1998
First Named Inventor	David William Roth
Art Unit	3622
Examiner Name	James W. Myhre
Attorney Docket Number	B2745.0025/P0025

## U. S. PATENT DOCUMENTS

[illegible]

**FOREIGN PATENT DOCUMENTS**

[illegible]

Examiner Signature	James W. MYHR 	Date Considered	10/14/95
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	09/216,206
Filing Date	12-18-1998
First Named Inventor	David William Roth
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Examiner Name	James W. Myhre
Attorney Docket Number	B2745.0025/P0025

Sheet	2	of	3
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### NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
Jr	CA	Frook, John Evans, "Web sites sell ad space through auction—Despite industry skepticism, Individual Inc. and Netscape try out new strategies", Interactive Age, v2, n20, p. 5, 1 page, Jul. 1995	
Jr	CB	Article by Toland, P., entitled "CNET: The Computer Network Unveils Revolutionary Internet Advertising Tool That Allows Customer Banner Ad Delivery Based on Demographic Information", PR Newswire, Dateline: San Francisco, Dec. 6, 1995 (3 pages)	
Jr	CC	"Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site <a href="http://www.webweek.com">http://www.webweek.com</a> printed from Internet Aug. 5, 1996	
Jr	CD	"Imgis AdForce Features and Benefits", 12 pgs Obtained from Internet site <a href="http://www.imgis.com">http://www.imgis.com</a> printed from Internet Jul. 28, 1996	
Jr	CE	"About Worldata Worlddata Information Marketing Services", 48 pgs. Obtained from Internet site <a href="http://www.worldata.com">http://www.worldata.com</a> printed from Internet Sep. 3, 1996	
Jr	CF	"Focalink Welcome to Focalink" 34 pgs. Obtained from Internet site <a href="http://www.focalink.com">http://www.focalink.com</a> etc. printed from Internet Aug. 8, 1996	
Jr	CG	"Click here for DoubleClick Information Request Form et. seq." 82 pgs, Obtained from Internet site <a href="http://www.doubleclick.net">http://www.doubleclick.net</a> printed from Internet Aug. 4, 1996	
Jr	CH	"Cybertimes Start Ups Plot to make the Web Comfortable for Advertisers" 4 pgs Obtained from Internet site <a href="http://www.netgravity.com">http://www.netgravity.com</a> printed from Internet Mar. 28, 1996	
Jr	CI	"Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site <a href="http://www.webweek.com">http://www.webweek.com</a> printed from Internet Aug. 5, 1996	

Examiner Signature		Date Considered	10/4/05
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		Application Number	09/216,206
		Filing Date	12-18-1998
		First Named Inventor	David William Roth
		Art Unit	3622
Examiner Name	James W. Myhre		
Attorney Docket Number	B2745.0025/P0025		
Sheet	3	of	3

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<i>JW</i>	CJ	PR NEWswire, "Narrowline Announces 'Brought To You By' - An Internet Advertising Transaction System Now Entering Pilot Period", San Francisco, 12-20-1996, 2 Pages	
<i>JW</i>	CK	Bradley J. Berezna, "Roth Preliminary Motion No. 2", 8-15-2000, 24 Pages	
<i>JW</i>	CL	Bradley J. Berezna, "Roth Preliminary Motion No. 3", 8-15-2000, 18 Pages	
<i>JW</i>	CM	Bradley J. Berezna, "Reply Brief Relating to Roth's Preliminary Motion No. 2", 10-17-2000, 4 Pages	

Examiner Signature	<i>James W. MYHRE</i>	Date Considered	10/4/05
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			Application Number	09/216,206-Conf. #1079	
			Filing Date	December 18, 1998	
			First Named Inventor	Heidi Kay	
			Art Unit	3622	
			Examiner Name	J. W. Myhre	
Sheet	1	of	1	Attorney Docket Number	B2745.0025/P0025

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				

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	CA	WELZ, GARY., Web Advertising IV: DoubleClick, Inc. <a href="http://www.webdeveloper.com/multimedia/multimedia_web/96/mw960724.html">http://www.webdeveloper.com/multimedia/multimedia_web/96/mw960724.html</a> (website).	

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James W. Myhre

10/4/05



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				Filing Date	December 18, 1998
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				Examiner Name	J. W. Myhre
Sheet	1	of	1	Attorney Docket Number	B2745.0025

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			

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		Country Code <sup>3</sup>	Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				

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	CA	TAYLOR, CATHY, MediaWeek article, 3/25/1996 from highbeam.com	
	CB	"Advertising on the Internet in the UK", KPMG, London	

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Examiner Signature	James Myhre	Date Considered	10/4/2005
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